

Peerapat Chiaprasert (Chin)

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PROFILE SUMMARY

Results-driven leader with 8+ years of experience in launching and scaling successful ventures, specializing in go-to-market strategies and cross-functional leadership. Proven track record in developing data-driven business solutions, managing high-impact initiatives, and building strategic partnerships across Thailand, with demonstrated success in scaling operations from ground up and achieving market leadership positions.

- Propelled GrabFood to market leadership within 8 months by establishing key functions including fleet management, business development, revenue collection, and customer services, while overseeing more than 100 staff members including 7 direct reports.
- Established GrabKitchen as the largest cloud kitchen network in Thailand, developing an asset-lite model and securing strategic partnerships, resulting in a scalable and profitable business model valued at 400M THB annual GMV.
- Expanded TiffinLabs' delivery-centric brand to 100 storefronts in Thailand, built and directed entire business team, improved GMV by 20% monthly through strategic marketing plans, and reduced COGS by 15% through partnership initiatives.

AREAS OF EXPERTISE

Go-to-Market Strategy

Strategic Planning

Business Development

Cross-Functional Leadership

Partnership Management

Project Management

Market Research

P&L Management

Data Analysis & Insights

Product Management

Operations Management

Team Leadership

WORK EXPERIENCE

TiffinLabs

Mar 2022 – Oct 2023

Country General Manager

- Expanded TiffinLabs' delivery-centric brand to 100 storefronts in Thailand. Led and developed the entire business team, overseeing marketing, business development, and operations. Streamlined processes for efficient growth and market penetration.
- Developed product value propositions for 7 delivery-focused food brands. Defined brand roadmaps ensuring product-market fit and established processes to capture evolving trends. Continuously refined offerings based on consumer feedback.
- Boosted GMV by 20% monthly through strategic marketing collaborations with delivery platforms. Maximized NPD sales by aligning promotional efforts and implementing regular product enhancements through agile methodology.
- Achieved 15% COGS reduction by initiating fulfillment partnerships with distributors. Negotiated favorable terms to meet target pricing and quality standards. Improved sourcing processes, resulting in faster procurement and increased efficiency.

Grab

Jun 2017 – Feb 2022

Head, GrabKitchen (2019-2022)

- Established Thailand's largest cloud kitchen network, GrabKitchen, developing an asset-lite model. Secured partnership with top F&B company CRG, creating a scalable, profitable business model for long-term growth.
- Grew GMV by average 20% per month and achieved 4x ROI through strategic marketing campaigns. Managed thematic promotions, partnerships, and Joint Business Plans to drive customer acquisition and retention.
- Created a data-driven model for selecting profitable expansion locations. Utilized past performance data and location-specific demand trends to calculate individual kitchen profitability and determine accurate payback periods.
- Managed a diverse portfolio exceeding 400 million THB in annual GMV. Oversaw 120+ F&B accounts, including street vendors, local chains, QSRs, and strategic partners, ensuring optimal selections across segments to maximize growth

Operations Manager, GrabFood | Special Project Lead, GrabBike & GrabExpress (2017-2019)

- Propelled GrabFood to market leadership within 8 months through strategic initiatives. Established and optimized key functions including fleet management, business development, revenue collection, and customer services.
- Developed e-commerce strategies for leading F&B brands. Designed tailored solutions to launch and grow online channel for major brands such as MK, Starbucks, and CRG, driving online growth and enhancing market competitiveness
- Built and mentored high-performing teams across various functions and locations. Oversaw 100+ staff members, including 7 direct reports, fostering a culture of excellence and continuous improvement throughout the organization.

Ipsos Business Consulting

Jul 2016 – May 2017

Associate Consultant

- Developed e-payment business model and identified strategic partners for successful launch. Utilized insightful market data to shortlist potential collaborators, ensuring a strong foundation for the new venture.
- Designed go-to-market strategy for Thai financial institution's e-commerce launch. Conducted comprehensive market research and analysis to inform strategic decisions and optimize market entry approach.

EY (Ernst & Young)

Feb 2015 – Jun 2016

Consultant

- Created costing model to pinpoint service costs and address profitability issues for Ministry of Public Health hospitals nationwide. Analyzed data to identify root causes and areas for financial improvement and efficiency gains.
- Enhanced efficiency for listed manufacturing company through business process improvement. Recommended new flow charts, SOPs, and integrated ERP systems to streamline operations and boost overall productivity.

EDUCATION

Thammasat University

Jun 2011 – Dec 2014

Bachelor of Accounting (International Program)